

Escuela Superior Politécnica del Litoral

RESUME

1. PERSONAL INFORMATION

APELLIDOS:	Matovelle Villamar
NOMBRES:	Ruth Genoveva
EMAIL:	rmatovel@espol.edu.ec

2. EDUCATION

DEGREE	LEVEL	INSTITUTION	FIELD OF STUDY	COUNTRY
PhD in Design, Manufacturing and management of industrial projects	Postgraduate Degree	Polytechnic University of Valencia	Arts and Humanities	Spain, Valencia
Master in Brand Design and Management.	Postgraduate Degree	Escuela Superior Politécnica del Litoral.	Arts and Humanities	Ecuador, Guayaquil.
Master in Business Administration	Postgraduate Degree	Escuela Superior Politécnica del Litoral.	Arts and Humanities	Ecuador, Guayaquil.
Bachelor of Science in Computer Systems - Revalidation of degree.	Undergraduate Degree	Escuela Superior Politécnica del Litoral.	Computer Sciences	Ecuador, Guayaquil.
Bachelor of Arts in Information technologies	Undergraduate Degree	Sheridan College of Applied Arts and Technology.	Arts and Humanities	Canadá, Ontario.

3. ACADEMIC EXPERIENCE

INSTITUTION	EXPERIENCE	START DATE	END DATE	EMPLOYMENT TYPE
Teacher of the School of Design and Visual Communication	Associate professor	01/06/2000	a la fecha	Full-time
Vice President of the National Design Network –REDIS	Associate professor	2015	2017	Full-time
Director of the School of Design and Visual Communication	Management	2009	2012	Full-time
Coordinator of the Edcom prosthetics department	Management	2012	2014	Full-time
EDCOM Research Coordinator	Researcher	2014	2015	Full-time
Deputy Director of the School of Design and Visual Communication	Management	2005	2008	Full-time

4. NON-ACADEMIC EXPERIENCE

LOCATION	POSITION	AREA	START DATE	END DATE
ESPOL TV	Main member of the Board of Directors of Espol Tv	Arts and Humanities	2012	2016
ESPOL	Director of a TV production company. a spin'off	Arts and Humanities	2010	2012
ESPOL	Director of a publicity agency, a spin'off of the University	Arts and Humanities	2008	2011
ECUADOR TV	Member of the Ecuador Tv advisory committee	Arts and Humanities	2010	2012

ESPOL	Head of Serviespol, projects and services area of EDCOM	Arts and Humanities	1999	2001
F.E.F	Project Manager, FEF - Ecuadorian Futbol Federation Guayaquil	Systems	2004	2006
GUAYAQUIL PROPERTY REGISTRY	Project Manager, Guayaquil Property Registry	Systems	1996	2000
ECAPAG.	Systems Manager, Guayaquil Drinking Water Company	Systems	1993	1996

5. ACADEMIC EVENTS

EVENT	TYPE	INVOLVEMENT	START DATE	END DATE	TIME SPAN	CERTIFIED BY
INTERNATIONAL DESIGN CONGRESS	Congress	Assistance	22/01/2020	24/01/2020	34 hours	San Gregorio University
LIONS EDIT, ECUADOR	Course	Assistance	18/09/2019	19/09/2019	20 hours	LIONS EDIT
VI REDU CONGRESS	Congress	Paper	14/11/2018	16/11/2018	30 hours	REDU
WORKSHOP ON INTERNATIONALIZATION AND WORK IN SCIENTIFIC NETWORKS, ECUADOR	Workshop	Assistance	13/11/2018	13/11/2018	10 hours	REDU
TIDCO 2018, ECUADOR	Congress	Assistance	15/08/2018	15/08/2018	8 hours	TIDCO
SYSTEMS AND DESIGN BEYOND PROCESSES AND THINKING	Congress	Paper	22/06/2016	24/06/2016	24 hours	Polytechnic University of Valencia
DESIGN THINKING	Course	Assistance	12/09/2016	16/09/2016	24 hours	Actitud Creativa, Barcelona, España
DESFORM 2015	Congress	Assistance	13/09/2015	17/09/2015	30 hours	Milan Polytechnic, Italy.

6. PROJECT EXPERIENCE

PROJECT TITLE	INSTITUTION	START DATE	END DATE	COUNTRY
“Study of methodologies and new technological tools applied in the development of video games for mobile and PC “	ESPOL-EDCOM	2010	2012	Ecuador
“Uses of digital audiovisual technology and multiplatform dissemination in preservation ...”	SENESCYT- ESPOL	06/05/2015	07/12/2015	Ecuador
Study of the design and innovation relationship: A proposal for incorporation in industrial SMEs in Guayaquil, Ecuador.	UPV-ESPOL	01/01/2016	30/09/2020	Valencia, Ecuador

7. HONORS AND AWARDS

PROJECT TITLE	INSTITUTION	DATE	COUNTRY
Diploma of honor for teaching merit.	ESPOL	1995	Ecuador
Scholarship for third level studies.	ESPOL	1997	Canadá, Ontario
Diploma of honor for teaching merit.	ESPOL	1999	Ecuador
Diploma of honor for teaching merit.	ESPOL	2014	Ecuador
Diploma of honor for teaching merit.	ESPOL	2016	Ecuador

8. PUBLICATIONS AND PRESENTATIONS

PUBLICATION TITLE	TYPE	YEAR	TYPE OF INVOLVEMENT
Building academic branding: The digital branding as academic footprint de la publication	Scientific article	2016	Author
Systems and Design. Intangibles para el proceso de diseño en el marco de la sociedad del conocimiento	Scientific article	2016	Author
Design and Innovation, a relationship with new scenarios	Scientific article	2016	Author
Design, an influential factor in the ability to innovate.	Scientific article	2016	Author
Design characterization as a driver of radical innovation.	Scientific article	2018	Author
A bibliometric analysis of the relationship between design and innovation (2000-2017)	Scientific article	2019	Author
Design in radical innovation: the case of Guayaquil, Ecuador	Scientific article	2020	Author

9. ASSESSMENTS

TYPE	ASSESSMENT DATE	VALID START DATE	VALID END DATE
Evaluación integral	dd/mm/año	dd/mm/año	dd/mm/año